GOVERNMENT OF INDIA
CIVIL AVIATION
LOK SABHA

UNSTARRED QUESTION NO:2164
ANSWERED ON:29.07.2002
REVIVAL OF AIR INDIA`S MAHARAJA
DILIP KUMAR MANSUKHLAL GANDHI;RAM SINGH KASWAN

Will the Minister of CIVIL AVIATION be pleased to state:

(a) whether the Government propose to revive Air India`s `Maharaja` and improve its position;

(b) if so, the details thereof; and

(c) the time by which the Government are likely to take a decision in this regard?

Answer

THE MINISTER OF STATE FOR CIVIL AVIATION (SHRI SHRIPAD Y. NAIK)

(a), (b) and (c) : Air India has implemented many facilities to the travelling public to promote sales and compete with the best carriers of the world. Joint Air India/ IndianAirlines Frequent Flyer Programme, Flying Returns was launched in India in 1994, and was further extended to Gulf countries in 1997 and to USA, Canada and UK in November,2001. Air India has launched its on-line booking facility in January 2002. Other measures are:- Withdrawal of capacityfrom inherently loss making routes and redeployment on more profitable routes; Launching of Companion Free Scheme inthe Indian market to promote sales on First, Executive and full economy class fares. Effective Yield Management through Automated revenue Management System; Implementation of a new fare structure in the Indian market effective from 1st April 2002 designed to
(i) ensure that airline inventory is utilised to cater to genuine demand, and
(ii) to provide passengers who book well in advance with lower fares; replacement of exeuctive class seats on all the six B747-400 aircraft with latest design seats alongwith portable DVD players. Air India has also decided to hold Food Festivals as a promotional measure. Presently Air India is having Kababs and Curries festival on board Air India flights on Gulf routes.